WELCOME TO THE CITY OF ALEXANDRIA ARTS PROGRAM GRANT WEBINAR.

THE WEBINAR WILL BEGIN SHORTLY.

City of Alexandria
OFFICE OF THE ARTS

CITY OF ALEXANDRIA ARTS PROGRAM GRANT

City of Alexandria
OFFICE OF THE ARTS

ARTS PROGRAM GRANT

For over 30 years, the City of Alexandria has provided arts grants to numerous arts organizations, artists, and service providers.
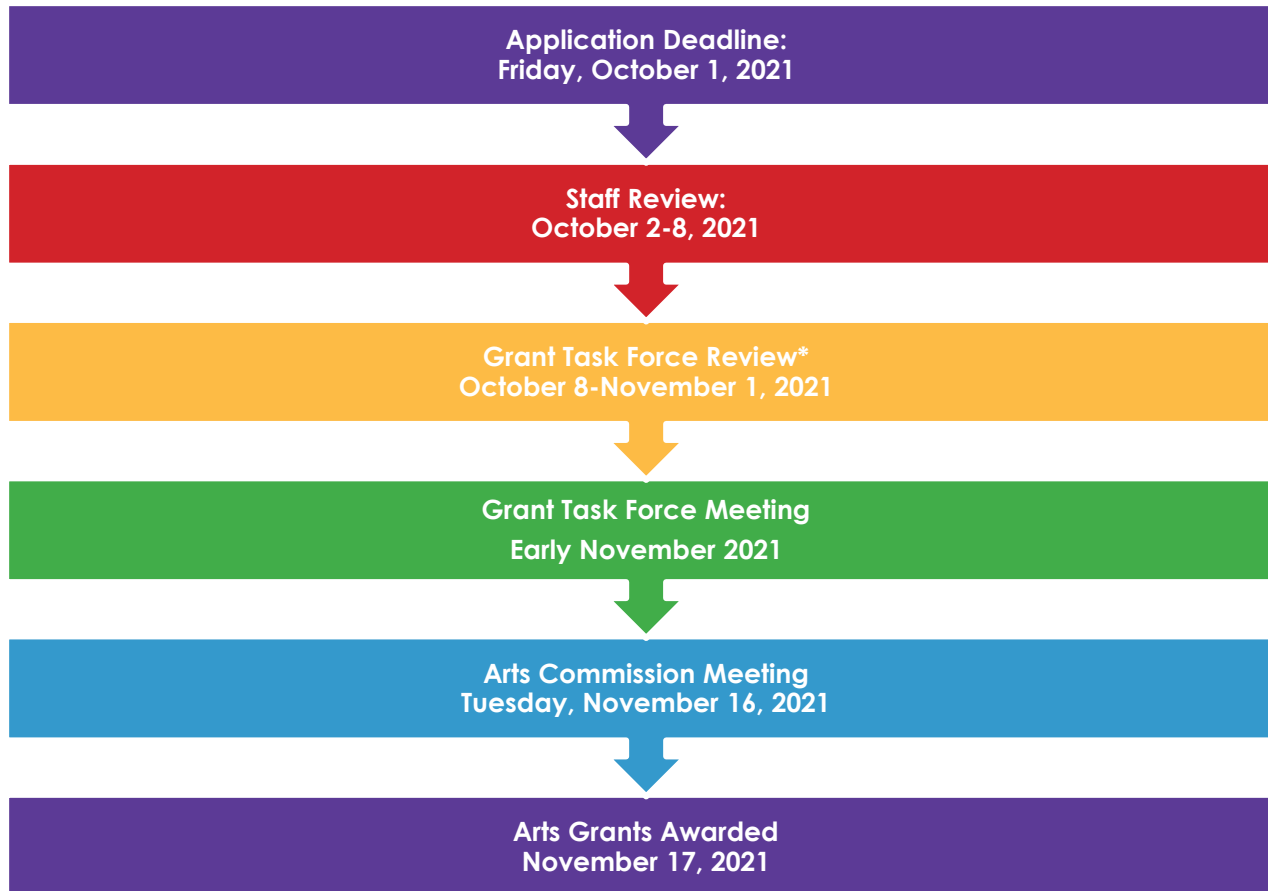
The City of Alexandria Arts Grants are designed to encourage artistic excellence by assisting artists and organizations in providing opportunities for Alexandria's residents and visitors to engage and experience quality arts programs throughout the city.

City of Alexandria
OFFICE OF THE ARTS

ARTS PROGRAM GRANT GOALS

The Arts Program Grant has the following goals:

- To strengthen Alexandria's creative capacity by providing its residents with diverse opportunities to meaningfully engage with the arts;
- To improve the capacity and stability of Alexandria-based organizations to create, perform, and present works of artistic excellence and innovation through organizational support and program funding; and
- To create a vibrant urban environment by supporting diverse individual artists, organizations, and other entities in the creation, performance, and presentation of high-quality works of art across the City of Alexandria.

City of Alexandria
OFFICE OF THE ARTS

ARTS PROGRAM GRANT TIMELINE *

Application Deadline:
Friday, October 1, 2021

Staff Review:
October 2-8, 2021

Grant Task Force Review*
October 8-November 1, 2021

Grant Task Force Meeting
Early November 2021

Arts Commission Meeting
Tuesday, November 16, 2021

Arts Grants Awarded
November 17, 2021

City of Alexandria
OFFICE OF THE ARTS

* Dates are subject to change

CITY OF ALEXANDRIA ARTS PROGRAM GRANT

Funding to non-profit organizations to support ongoing or short-term arts programs performed or presented to substantially engage or benefit the citizens of the City of Alexandria.

- 50% of Program Cost, up to $10,000
- 1 to 1 cash match required*
- Award letters sent November 17, 2021
- 50% upon signing of grant agreement, remaining 50% provided when the program is completed and the final report has been submitted.

Funding from other City of Alexandria departments including, but not limited to, Alexandria City Public Schools and Department of Community and Human Services, cannot be used for the cash match.

City of Alexandria
OFFICE OF THE ARTS

WHAT IS A PROGRAM?

A "program" is defined as a series of activities or events which are ongoing during the grant period.

Generally, programs occur over time and are developed with a longer time frame in mind. While the content or people involved in program delivery may vary; the original program intent and goals do not change without significant planning or evaluation.

To clarify the distinction between a project and a program -- a project is the marketing campaign for the production of one play; a program is the annual production of an entire season of plays.

City of Alexandria
OFFICE OF THE ARTS

GRANTS TASK FORCE

GRANT TASK FORCE: ROLE & RESPONSIBILITY

Role: Reviews and scores all eligible grant applications.

Composition: Up to 5 members comprised of Arts Commissioners, arts administrators, artists, community members, and patrons. Task Force Members are selected by staff.

Conflict of Interest: No members of the Task Force are allowed to have any conflict of interest with any grant applicant.

City of Alexandria
OFFICE OF THE ARTS

GRANT TASK FORCE: SCORING

The volunteer members of the Grants Task Force read and score each application utilizing the criteria rubrics. The Grants Task Force does not provide funding recommendations.

Task force members score the application based on its content alone, even if they are familiar with the organization. This works to eliminate/reduce bias and makes sure all applications receive a fair and balanced evaluation and to reduce subjectivity in the review process.

Grants Task Force scores are considered final.

GRANT TASK FORCE: SCORING CRITERIA

Each application is scored on a scale of 1-6 based on the following criteria:

- **Artistic Excellence and quality** of the proposed program or project (45% of overall score).
- **Impact and Engagement** of the residents of the City of Alexandria (35% of overall score).
- **Management and Budget** which considers the feasibility of applicant to successfully implement the annual program or project and overall fiscal responsibility of the applicant with realistic financial goals and strategic planning in support of the project (20% of overall score).

City of Alexandria
OFFICE OF THE ARTS

GRANT TASK FORCE: MEETING

- Public meeting: Early November 2021, Held virtually
- Staff-facilitated
- Task Force members discuss each applications strengths and weaknesses and confirm or change scores
- Final scores are shared at the end of the meeting
- Task Force members do not interact with the applicants

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

SURVEYMONKEY APPLY

STEPS TO COMPLETING THE ONLINE APPLICATION

Step 1
- Register and set up an account with SurveyMonkey Apply. Ensure lead applicant has access to email verification.

Step 2
- Answer <u>all</u> of the questions in the application. The application can be saved at any stage.

Step 3
- Review and proofread your application and ensure all documents and work samples are uploaded.

Step 4
- Submit grant application.

City of Alexandria
OFFICE OF THE ARTS

STEP 1: REGISTER

All applicants need to register with SurveyMonkey Apply before they are able to access the grant application.

- Identify one person as the lead grant applicant. The email address will be tied/connected to your organization, including corresponding to your organization about your application.

- Once you register, SurveyMonkey Apply will send you an email that requests that you confirm/verify your email address.

- Answer the eligibility questions for access to the full application.

City of Alexandria
OFFICE OF
THE ARTS

STEP 2: COMPLETE THE APPLICATION

- All applications must be complete. Incomplete applications will not be considered.

- The application is divided into different sections:
  - Organizational Profile
  - Funding Request
  - Program Content
  - Innovation and Originality
  - Impact & Engagement
  - Management & Budget
  - Work Samples
  - Declaration

City of Alexandria
OFFICE OF THE ARTS

STEP 3: REVIEW & PROOFREAD THE APPLICATION

- Review the application to ensure that all of the questions have been answered.

- Check that all of the required attachments such as budget worksheets and program calendars have been attached.

- Be sure to include work samples in your application.

City of Alexandria
OFFICE OF THE ARTS

STEP 4: SUBMIT THE APPLICATION

- All applications must be received through SurveyMonkey Apply. No other submissions will be accepted.

- All applications are due by 5:00 p.m. on Friday, October 1, 2021. No late applications will be accepted.

- Track your application through the grant portal.

City of Alexandria
**OFFICE OF
THE ARTS**

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

SURVEYMONKEY APPLY: FEATURES

- List of tasks that need to be accomplished to complete your grant application. Check box when each task is accomplished.

- Automatic saving of your grant application.

- Attach and link work samples such as photos and videos to your application.

- Track the progress of your application.

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

SURVEYMONKEY APPLY: COLLABORATORS

If you have individuals (collaborators) who will be assisting to prepare the grant application, the lead person will need to manually enter the individuals (collaborators) to their application.

- The lead person should inform the collaborators once they receive the email to validate their email address.

- The lead person will also need to send a message (via SurveyMonkey Apply) to the collaborator, such as, deadline for their response, etc.

- There is not a limit for the number of collaborators that an oraanization has for their application.

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities   ●   @alexartsoffice   ●   #artsALX

SURVEYMONKEY APPLY: COLLABORATORS

- If you wish to add collaborators:
    - click (add collaborator button)

    - add collaborators' names & email addresses

    - Follow prompts to given "view and edit" permission, or just "view" to the collaborator. A message can be also given to the collaborator.

    - No limit of collaborators and some only view and others to view and edit.

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

GRANT WRITING TIPS

City of Alexandria
OFFICE OF THE ARTS

TIP #1: BE CLEAR

Grants that are clear, specific, and easy to read stand out.

Avoid jargon and vague statements. In longer answers, consider using headings or lists to help structure your response. This can help the reader process and remember key points.

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

TIP #2: BE SPECIFIC

Help the reviewer understand what specific actions your organization is taking to achieve your goals.

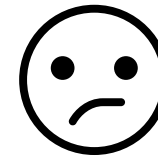If you mention tools such as surveys, consider including the results or outcomes.

City of Alexandria
OFFICE OF THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

TIP #3: PROOFREAD

Typos, awkward writing, and confusing formatting makes your application harder to read and understand.

Consider having someone unfamiliar with your organization review your application. They can help spot errors and unclear language. After reading your application, can they tell you key takeaways such as what your organization does and what you are requesting funds for?

City of Alexandria
OFFICE OF
THE ARTS

The Office of the Arts is a division of the Department of Recreation, Parks and Cultural Activities ● @alexartsoffice ● #artsALX

FINAL DO'S AND DON'TS

DO	DON'T
Attend a grant webinar	Assume that you know all that is covered at grant webinar
Log-in with organizational email address	Log-in through social media accounts
Use the WORD template to write grant in advance	Write grant as you go in SurveyMonkey Apply
Save your work along the way	Start a new application
Take time to read grant questions	Quickly answer the questions
Give yourself enough time.	Wait until the day before or the day of the grant deadline

City of Alexandria
OFFICE OF THE ARTS

CONTACT US:

www.alexandriava.gov/arts

arts@alexandriava.gov/arts

City of Alexandria
OFFICE OF THE ARTS

THANK YOU

City of Alexandria
**OFFICE OF
THE ARTS**